

Freedomland Spotlights Free Enterprise Role

Shows Industry Contributions to Nation's Progress

AMERICAN industry, too, gets into the act at Freedomland, presenting highlights of how American trade and commerce have contributed to the progress of the nation.

In all, fifty leading firms, a cross-section of American industry, have created unique commercial "theaters" which are spotted throughout the face of the park. The objective: to choose those representing important themes in the history of U. S. development.

Travel has always been a dominant theme in the American saga; so in Freedomland you ride the vehicles which characterized each era. Braniff Airways sponsors the thrilling Space Ride of tomorrow. Here, you blast off in a rocket ship; dissolve through the clouds; zero in on the major cities of the Americas. For those who take this trip, Braniff presents an award of merit, identifying you as a space pioneer.

You become a pioneer in the American Express travel exhibit, too, a pioneer from a century ago. Here, you ride the "Overland Express", the stage coach of frontier days, from Fort Laramie over the Rocky Mountains. Adventure is all around you: you meet stage robbers, pass over plains where real buffalo roam, view story-book America in three-dimensional actuality.

Then you ride through the centuries of the automobile, too—both in antique horseless carriages of the early 1900's and in the sleek, oncoming models of the years ahead. This is the live-action display of the American Oil Company. In replicas of 1903 automobiles you tour Freedomland's "New England"; in the City of the Future, you drive low-slung, rakishly-styled dream cars over the

est in America) carries on as it did in 1784, the year it was founded. Sponsored by The Bank of New York, this has an unusual story to tell: originally, the institution was called simply "The Bank," because there was no other; when other banks opened their doors, the present name was assumed. In this "working exhibit", novel mementos are available, and the history of banking in America is interestingly scanned.

Another New York landmark that reappears in replica is the original brewery of The F. & M. Schaefer Brewing Co., the first in the nation of its kind. At the old-fashioned apothecary shop sponsored by the Schering Drug Co., you can review the great moments in medical history. And in Continental Casualty Co.'s old-fashioned insurance office, you relive the business routine of the gaslight age.

Correspondence Center

Pictorial highlights of Freedomland are exhibited in the Hallmark Card display, so visitors may share their visit with "the folks back home." This occupies two picturesque buildings with a garden between designated a correspondence center. In another area, Eastman-Kodak's lavish photographic display traces many threads of American life. Eastman also has numerous picture-taking stations throughout Freedomland offering service and technical advice.

A Scripto display presents famous documents from the pages of history which were important milestones in the fight against tyranny. And in Satellite City, another of this firm's exhibits highlights new developments in writing instruments.

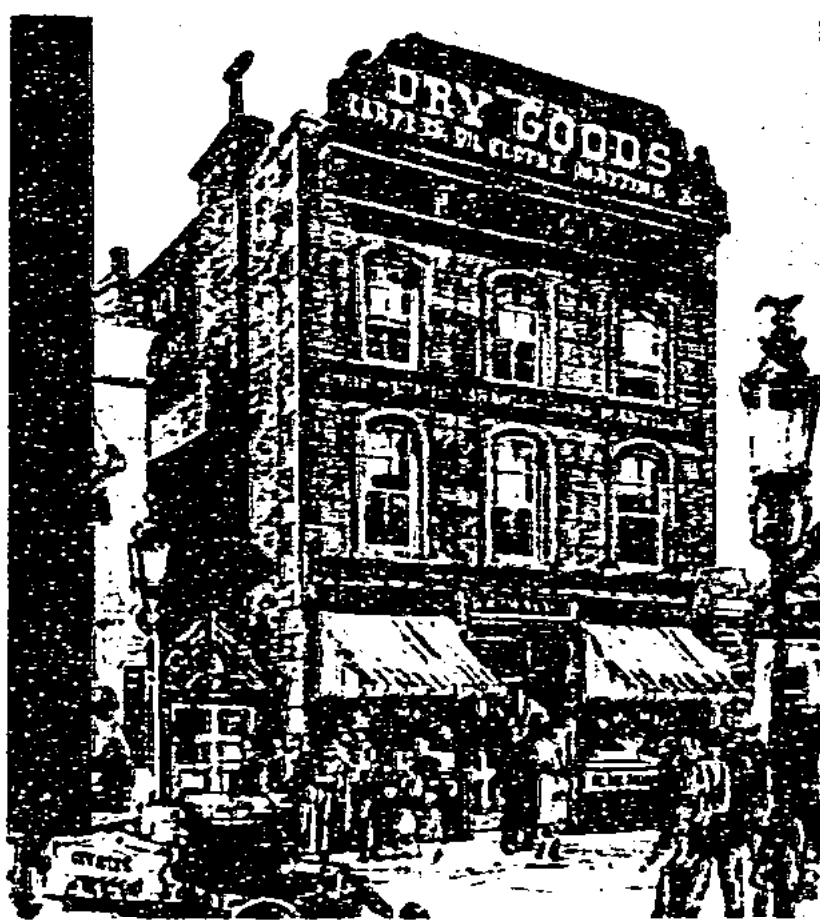
An entire area of what may be, for many, little-known America is created in the fully-functioning Freedomland farm. In this, the Borden Barn houses a decorator-designed "boudoir" for Elsie the Cow and her new twin offsprings. In the farm area you also see a blacksmith shop in operation and can ride the "mule-go-round" drawn by live mules. Part of the agriculture of New England is portrayed in the Welch's exhibit of an operating vineyard where grapes may be inspected growing on the vine. And where delightful grape drinks may be sampled at the grape bar.

Eating Cross-Country

Eating is a special adventure at Freedomland. Under the operating supervision of the Brass Rail Corp., there is a total of twenty-five restaurants, snack bars, special eating places, enabling one to sample regional foods from "coast to coast." Chun King sponsors the Chinese restaurant in the park's "San Francisco" (where chop sticks and other favors become keepsakes). The Frito Co. has the restaurant in the Santa Fe area, serving typically Southwestern foods. A plantation restaurant featuring Southern cooking is under direction of J. D. Jewell, Inc. Borden's sponsors milk and ice cream bars. There is also a delectable steak restaurant in "Chicago"; a pancake kitchen in "New Orleans", a chuck wagon in the Cavalry Fort; a soft-drink saloon in "Arizona"; and various coffee houses, juice bars and short-order stands.

Other firms exhibiting in various sections of the park include General American Industries, Coca Cola, Pado Bakery, McCulloch, Continental Industries and Stephen Adamson.

In Satellite City, Chrysler Airtemp (which is also air-conditioning major exhibit areas) has a display of what's ahead in science and engineering. Benjamin Moore Paint Co. has a spectacular "Color Is Beauty" exhibit. And here, also, hobby displays, building models and rides—some designed by the U. S. Missile Testing Center in Cape Canaveral—bring you in touch with tomorrow's wonders.



Original Macy's store is re-created

spiraling roads of the future. AMOCO also exhibits the automated service station you will meet in the years ahead.

The story of the historic "Iron Horse" comes alive in the Santa Fe Railway Co. exhibit: an authentic restaging of a run of the coal-burning, steam locomotives, pulling cars of the period. On this, you huff and puff from Chicago westward to San Francisco and return, meeting excitement around each bend. These engines, completely rebuilt for Freedomland, are among the few early models of this kind remaining in America.

In all areas where American industry participates, entertainment and education rank first.

One emporium selling nostalgic wares is the original R. H. Macy store, constructed to duplicate their first store as it existed in 1848. In this three-story building employees in full costume help pack the "show" with the fullest degree of excitement and realism.

Landmarks rise again from out of the past wherever the eye turns. The oldest bank in New York (and the second old-